



EMBARCADERO PLAZA PROJECT

PROJECT GOVERNANCE TEAM MEETING -- NOTES

May 1, 2025 Meeting

DISTRIBUTION:	TEAM
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1. Project Update – Lisa Bransten

- Noted that the project was moving that the we would be planning to revisit roles and responsibilities as laid out in grant agreement to simplify work going forward.

2. Fundraising Update – Robbie Silver

- Noted that he has brought on Sonia Gonzalez Banks 10-12 hours per week for as a Development Project Manager. Sonia will help with fundraising both for the initiative and for the DSFP.
- He was reviewing a contract with fundraising consultant CCS for a reduced scope and expecting to sign a contract for mid-May to August.

3. Public Affairs Update – Bev Ng

- Listed stakeholder meetings in progress
 - Skateboarders:** On-site meeting with Ashley and Ted scheduled for Thursday, May 8; HOK representative will attend (no preparation needed from HOK)
 - Preservationists:** No further outreach planned at this time; Docomomo has been contacted; potential presentation to SF Heritage
 - Vaillancourt Family:** In discussions about honoring Armand Vaillancourt’s legacy and exploring collaboration opportunities
- Noted that Conditions Assessment from Page&Turnbull is pending and that will inform timing of next steps and community engagement

- Community Meeting #2 should be scheduled after the June 13 APE concert at the Embarcadero
- May 21 date could potentially be used to engage stakeholders and generate interest ahead of the Community meeting

4. Project Delivery – Eoanna Goodwin

- Continuing coordination with consultants and internal teams
- Working toward clarity on the fountain’s future; no decision has been made yet—still actively gathering input and meeting with stakeholders
- Aim to have more clarity by the time of the community meeting
- Slidedeck – *HOK*
 - Adjust language of ‘Dining and Retail’
 - Show context of retail and ferry building
 - Add a longitudinal and cross section of existing condition to show topography/grade changes
 - Remove ‘soccer fields’ markings from site plan

5. Next Steps

- Convene Communications/Public Affairs and Fundraising meetings to create and align project messaging (Lisa Bransten)
- Finalize and distribute Conditions Assessment (Eoanna Goodwin)
- Continue targeted stakeholder meetings (Eoanna/Bev to coordinate)
- Set Community meeting date for after June 13 (Eoanna/Bev to coordinate)